GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4298
ANSWERED ON:15.12.2000
RELEASING OF ADVERTISEMENTS TO THE PRIVATE AGENCIES
AVSM, BRIG.(RETD.) KAMAKHYA PRASAD SINGH DEO

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether some Government Departments are releasing advertisements through private advertising agencies;

(b) if so, the names of such private advertising agencies, location-wise and the reasons therefor; and

(c) the amount of advertisements released through private agencies during 1999-2000 by the Government Departments?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a), (b) & (c) : Ministries/Departments which may be releasing advertisements directlythrough private advertising agencies do not intimate this Ministry the names of the private advertising agencies or the amount of advertisements so released. This information is not collated in this Ministry. During the year 1999-2000 Department of Youth Affairs and Sports had approached this Ministry for grant of ex-post facto approval for release of an advertisement through a private advertisement agency namely M/s. Garuda Advertising, New Delhi. The amount spent was Rs.21.80 lakhs. The Department had indicated that the work had to be undertaken at short notice.